

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/011221-2024>

Contract

## **002162 Digital Advertising and Specialist Marketing Support Framework**

British Library

F03: Contract award notice

Notice identifier: 2024/S 000-011221

Procurement identifier (OCID): ocids-h6vhtk-03ce2f

Published 8 April 2024, 10:05am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Library

<https://www.bipsolutions.com>

London

NW1 2DB

#### **Contact**

Andy Kemp

#### **Email**

[andy.kemp@bl.uk](mailto:andy.kemp@bl.uk)

#### **Telephone**

+44 1937546387

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**National registration number**

United Kingdom

**Internet address(es)**

Main address

<https://www.delta-esourcing.com/>

Buyer's address

<https://www.delta-esourcing.com/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

002162 Digital Advertising and Specialist Marketing Support Framework

Reference number

002162

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

The British Library (BL) is leading a collaborative tender with the DCMS Museums and Galleries and other charitable organisations working in the cultural events, museums and galleries sector to set up a Framework Agreement to deliver their specialist media buying advertising and marketing. The primary organisations expected to utilise this arrangement as Contracting Authorities are: British Library British Museum City of London Corporation (Barbican and Tower Bridge) Museum of London National Army Museum National Gallery Natural History Museum National Museums and Galleries on Merseyside (NML) National Portrait Gallery Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew Science Museum Group Tate The National Archives V&A

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £4,000,000 taken into consideration

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

### **II.2.4) Description of the procurement**

The British Library (BL) is leading a collaborative tender with the DCMS Museums and Galleries and other charitable organisations working in the cultural events, museums and galleries sector to set up a Framework Agreement to deliver their specialist media buying advertising and marketing. The primary organisations expected to utilise this arrangement

as Contracting Authorities are: British Library British Museum City of London Corporation (Barbican and Tower Bridge) Museum of London National Army Museum National Gallery Natural History Museum National Museums and Galleries on Merseyside (NML) National Portrait Gallery Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew Science Museum Group Tate The National Archives V&A With the permission of the British Library as Contract Managers, any charitably funded organisation working in the cultural events, museums and galleries sector or Government funded public body will have access to this Framework Agreement. The purpose of this procurement is to source a minimum of two and maximum of four suppliers per specialist area demonstrating the capability and capacity to deliver services providing the optimal mix of quality and cost across the different aspects of digital advertising and specialist marketing support within the current landscape described below. The specialist areas are split into:- Digital Advertising Digital Production SEO & PPC Other Digital Services Retail Fundraising Community marketing Education marketing

### **II.2.5) Award criteria**

Quality criterion - Name: Expertise in selected specialist area / Weighting: 20

Quality criterion - Name: Audience Knowledge and Insight / Weighting: 20

Quality criterion - Name: Innovation and strategic, long term thinking / Weighting: 20

Quality criterion - Name: Account Management and reporting / Weighting: 20

Cost criterion - Name: Schedule of rates / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

1 x 12 month optional extension

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-014472](#)

---

## **Section V. Award of contract**

### **Contract No**

002162

### **Title**

Digital Advertising and Specialist Marketing Support Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 December 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

23red Limited

Victoria House, 1 Leonard Circus

London

WC2E 9NA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03974936

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Anything is Possible

Third Floor, Frederick House, 41-46 Frederick Place

Brighton

BN1 4EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10910014

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

AKA UK

117 Digital Advertising and Specialist Marketing Support Framework

London

WC2H 8AD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03037241

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Altair Media Ltd

3rd & 4th Floor, 45 Gerrard Street

London

W1D 5QQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08949094

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Crafted Media Limited

Hyde Park House, Crown Street

Ipswich

IP1 3LG

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06662635

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Four Marketing and Media

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04721946

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Influence Digital Limited

40 Whitfield Street

London

W1T 2RH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07125666

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Krow

The Old Sawmills, Filleigh

Barnstaple

EX32 0RN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01057816

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Williams Commerce Ltd

60 Great Portland Street

London

W1W 7RT

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07051709

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=847150511>

GO Reference: GO-202448-PRO-25706588

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

British Library

96 Euston Road

London

NW1 2DB

Email

[andy.kemp@bl.uk](mailto:andy.kemp@bl.uk)

Country

United Kingdom